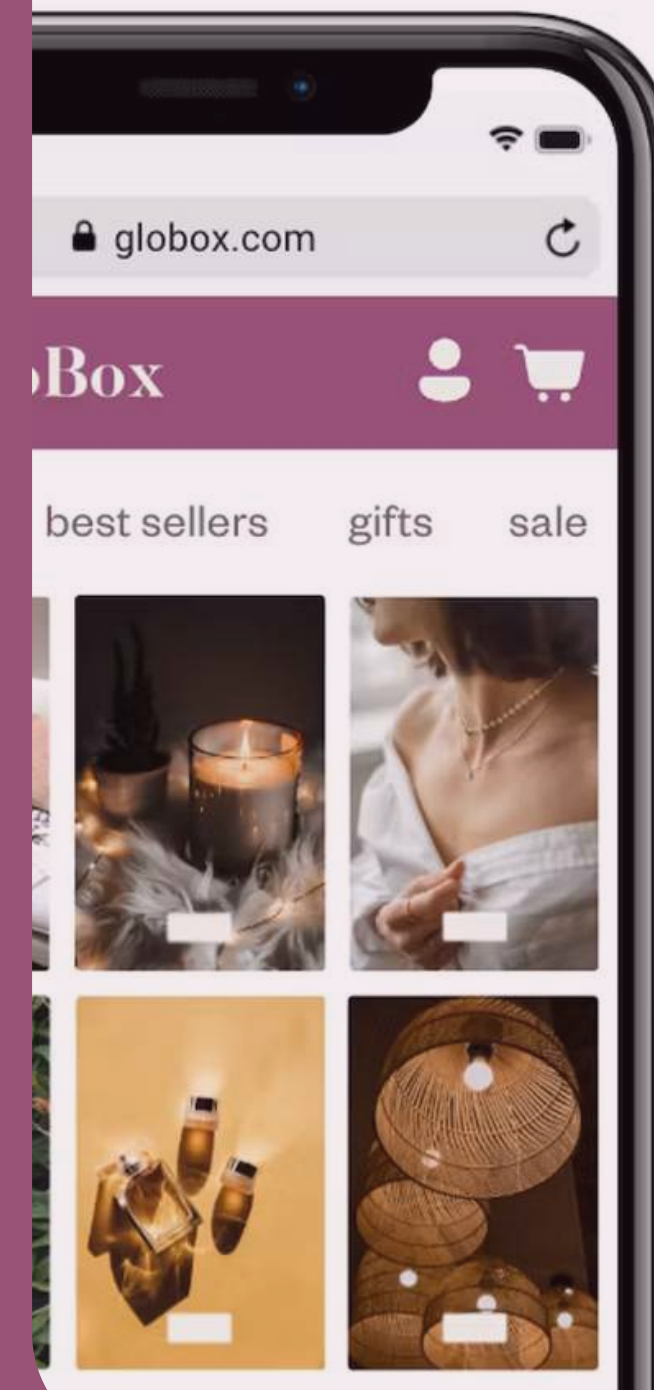




A/B TEST ANALYSIS

July 2023

Group A: Control
existing landing page



Group B: Treatment
landing page with food & c



Let's begin!

Executive Summary

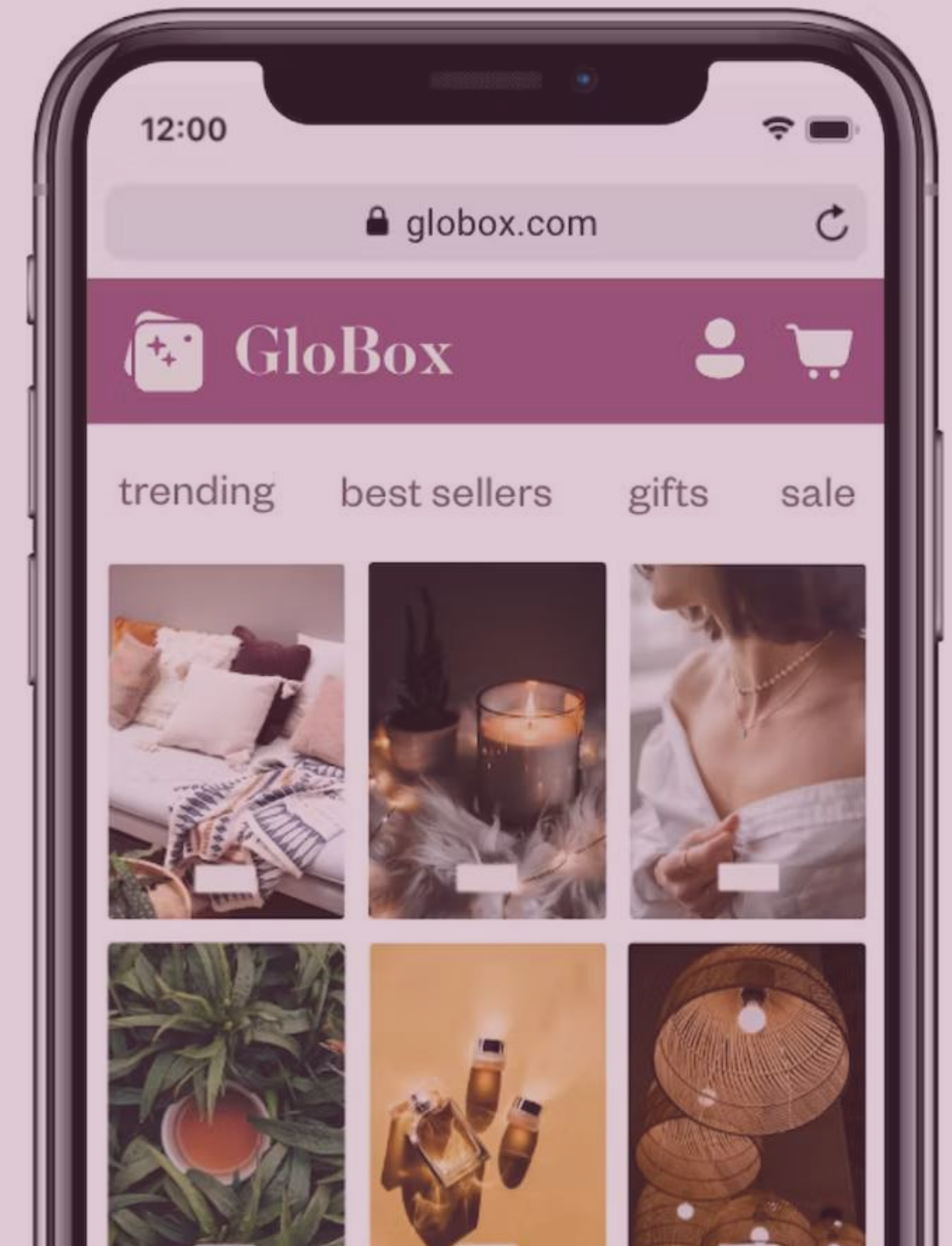
Key Findings

Supplementary Findings

Conclusion & Recommendations

Q&A

Group A: Control
existing landing page



Executive Summary & Key Findings



EXECUTIVE SUMMARY

A/B Test was conducted between **25th January 2023 - 6th February 2023**, to measure changes in conversion rates and average spend with a total of **48,943** users, **both conversion rate (+0.71%) and average spend (+\$0.02) reported increases.**

Additional findings:

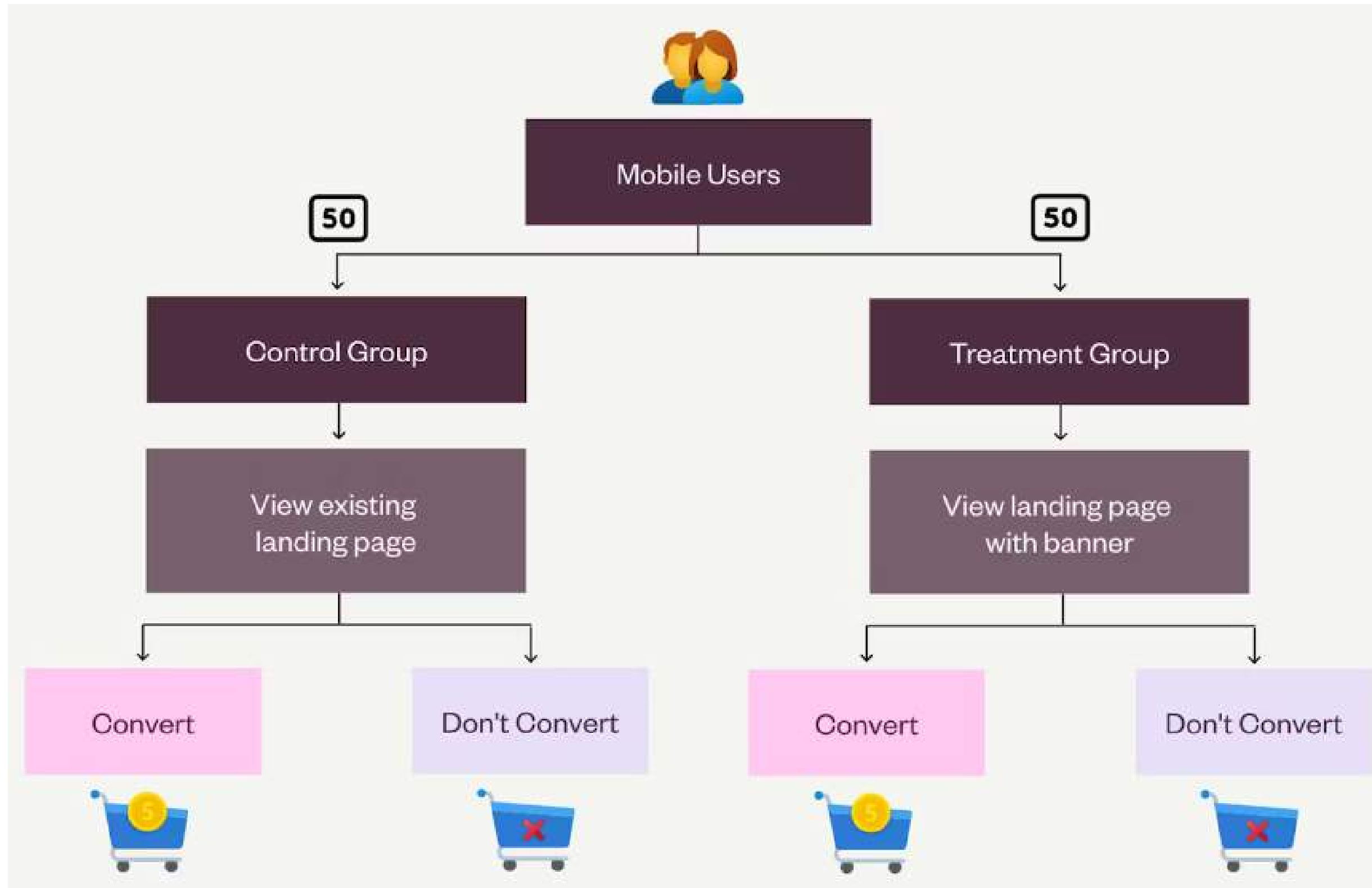
- **Female Conversion Rate increased by 0.29% but Average Spend decreased by \$0.33**
- **Male Conversion Rate increased by 1.17% and Average Spend increased by \$0.35**
- 10 out of 12 countries report an increase in conversion rate and 6 out of 12 countries report an increase in average spend

Conclusion: Continue Iterating there was not sufficient evidence of improvement in our success metrics to be confident in releasing the feature in its current state.

Recommendations are to adjust parameters (duration of AB test, increase sample size), define success and ROI, focus on demographics which reported an increase in spend and conversion rates to mitigate novelty effects.

Further reading and resources can be found in the **Appendices** of this presentation.

WHAT IS A/B TESTING?



KEY FINDINGS

A/B Test was conducted between 25th January 2023 - 6th February 2023, with a total of 48,943 users, with both metrics *conversion rate* and *average spend increasing*.

| Metric | Group A - Control | Group B - Treatment | Grand Total | Differential B-A (+/-) | P Value |
|-----------------------|-------------------|---------------------|-------------|------------------------|---------|
| Total Number of Users | 24,343 | 24,600 | 48,943 | 257 / 0.53% | |
| Conversion Rate (CR) | 3.92% | 4.63% | 4.28% | 0.71% | 0.0001 |
| Average Spend (AS) \$ | \$3.37 | \$3.39 | \$3.38 | \$0.02 | 0.9438 |

KEY FINDINGS

Daily Conversion Rates and Average Spend trended upwards for the Treatment Group, however the range of spending for the Treatment Group was \$2.69, inferring high levels of volatility in average spend.

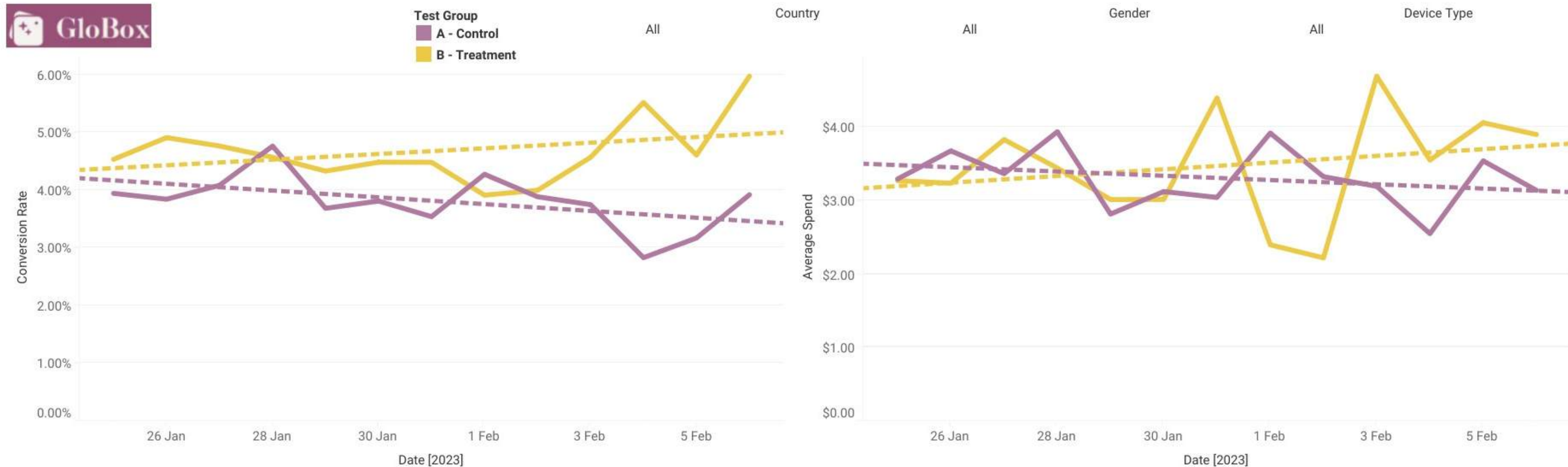
Globox A/B Test KPIs

Average Spend and Conversion Rate by Gender

Conversion Rate by Device and Location

Daily Conversion Rate and Daily Average Spend

Confidence Intervals - Conversion Rate and Average Spend



Conclusion & Recommendations



CONCLUSION

Continue iterating

We have determined that the current state of the feature does not demonstrate sufficient improvement in our success metrics to proceed with its release.

However, we did observe some promising indications that modifying the banner experience could lead to better improvements in the future.

RECOMMENDATIONS

1 Targeted demographics:

- **Location**
- **Gender**
- **Device**

2 Extend parameters:

- **Length**
- **Sample Size**
- **Time of year/Seasonality**

3 Define Success and ROI:

- **Business impact on other departments**
- **Define Minimum Detectable Effect**

Supplementary Findings



GENDER METRICS

Female Conversion Rate increased by 0.29% but Average Spend decreased by \$0.33

Male Conversion Rate increased by 1.17% and Average Spend increased by \$0.35

| Gender | Group A - Control | Group B - Treatment | Grand Total | Group A - Control | Group B - Treatment | Grand Total | Differential B-A (+/-) |
|---------------|-------------------|---------------------|-------------|-------------------|---------------------|-------------|------------------------|
| Female | 10,069 | 10,061 | 20,130 | 5.14% | 5.44% | 5.29% | 0.29% |
| Male | 10,054 | 10,235 | 20,289 | 2.63% | 3.79% | 3.21% | 1.17% |
| Not Disclosed | 3,412 | 3,443 | 6,855 | 4.31% | 5.17% | 4.74% | 0.86% |
| Other | 808 | 861 | 1,669 | 3.22% | 3.02% | 3.12% | -0.20% |
| Grand Total | 24,343 | 24,600 | 48,943 | 3.92% | 4.63% | 4.28% | 0.71% |

| Gender | Group A - Control | Group B - Treatment | Grand Total | Group A - Control | Group B - Treatment | Grand Total | Differential B-A (+/-) |
|---------------|-------------------|---------------------|-------------|-------------------|---------------------|-------------|------------------------|
| Female | 10,069 | 10,061 | 20,130 | \$4.46 | \$4.13 | \$4.30 | -\$0.33 |
| Male | 10,054 | 10,235 | 20,289 | \$2.25 | \$2.60 | \$2.43 | \$0.35 |
| Not Disclosed | 3,412 | 3,443 | 6,855 | \$3.62 | \$3.74 | \$3.68 | \$0.11 |
| Other | 808 | 861 | 1,669 | \$2.77 | \$2.77 | \$2.77 | \$0.00 |
| Grand Total | 24,343 | 24,600 | 48,943 | \$3.37 | \$3.39 | \$3.38 | \$0.02 |

DEVICE METRICS

Conversion rates on all devices increased by a minimum of 0.6%, but average spend decreased in both iOS and Not Disclosed with Android increasing by \$0.16

| Device | Group A - Control | Group B - Treatment | Grand Total | Group A - Control | Group B - Treatment | Grand Total | Differential B-A (+/-) |
|---------------|-------------------|---------------------|-------------|-------------------|---------------------|-------------|------------------------|
| Android | 15,054 | 15,235 | 30,289 | 2.77% | 3.52% | 3.15% | 0.75% |
| iOS | 9,142 | 9,218 | 18,360 | 5.85% | 6.47% | 6.16% | 0.62% |
| Not Disclosed | 147 | 147 | 294 | 2.04% | 4.08% | 3.06% | 2.04% |
| Grand Total | 24,343 | 24,600 | 48,943 | 3.92% | 4.63% | 4.28% | 0.71% |

| Gender | Group A - Control | Group B - Treatment | Grand Total | Group A - Control | Group B - Treatment | Grand Total | Differential B-A (+/-) |
|---------------|-------------------|---------------------|-------------|-------------------|---------------------|-------------|------------------------|
| Android | 15,054 | 15,235 | 30,289 | \$2.31 | \$2.47 | \$2.39 | \$0.16 |
| iOS | 9,142 | 9,218 | 18,360 | \$5.07 | \$4.92 | \$5.00 | -\$0.15 |
| Not Disclosed | 147 | 147 | 294 | \$6.54 | \$3.46 | \$5.00 | -\$3.08 |
| Grand Total | 24,343 | 24,600 | 48,943 | \$3.37 | \$3.39 | \$3.38 | \$0.02 |

CONVERSION RATE BY LOCATION

10 out of 12 countries reported an increase in conversion rate between the treatment and control group with Canada having the highest increase of 1.79%, USA accounts over 25% of consumer activity

| Country | Number of users | Group A - Control | Group B - Treatment | CR | Differential B-A (📈/📉) |
|-------------|-----------------|-------------------|---------------------|-------|------------------------|
| Canada | 1,570 | 4.69% | 6.48% | 5.61% | 1.79% |
| Mexico | 5,738 | 2.95% | 4.45% | 3.71% | 1.50% |
| Germany | 3,854 | 3.20% | 4.41% | 3.81% | 1.21% |
| France | 3,090 | 3.13% | 4.18% | 3.66% | 1.05% |
| Australia | 1,168 | 2.14% | 3.04% | 2.57% | 0.90% |
| UK | 2,949 | 2.89% | 3.68% | 3.29% | 0.79% |
| Spain | 1,993 | 2.91% | 3.61% | 3.26% | 0.70% |
| USA | 14,472 | 5.12% | 5.75% | 5.44% | 0.63% |
| Brazil | 9,434 | 3.73% | 4.06% | 3.89% | 0.33% |
| Turkey | 3,732 | 4.00% | 3.56% | 3.78% | -0.44% |
| Unknown | 643 | 5.41% | 4.03% | 4.67% | -1.38% |
| Grand Total | 48,943 | 3.92% | 4.63% | 4.28% | 0.71% |

AVERAGE SPEND BY LOCATION

6 out of 12 countries report an increase in average spend with a net increase of \$0.02, with the UK having the highest increase \$2.39

| Country | Number of users | Group A - Control | Group B - Treatment | AS \$ | Differential B-A (📈/📉) |
|-------------|-----------------|-------------------|---------------------|--------|------------------------|
| UK | 2,949 | \$2.11 | \$4.50 | \$3.32 | \$2.39 |
| Spain | 1,993 | \$2.18 | \$3.23 | \$2.71 | \$1.05 |
| Canada | 1,570 | \$3.60 | \$4.20 | \$3.91 | \$0.60 |
| Mexico | 5,738 | \$2.81 | \$3.35 | \$3.08 | \$0.54 |
| Australia | 1,168 | \$1.67 | \$2.08 | \$1.87 | \$0.41 |
| Unknown | 643 | \$3.26 | \$3.54 | \$3.41 | \$0.28 |
| Brazil | 9,434 | \$3.21 | \$3.07 | \$3.14 | -\$0.14 |
| USA | 14,472 | \$4.30 | \$4.05 | \$4.17 | -\$0.25 |
| France | 3,090 | \$2.68 | \$2.27 | \$2.47 | -\$0.41 |
| Germany | 3,854 | \$3.40 | \$2.71 | \$3.05 | -\$0.69 |
| Turkey | 3,732 | \$3.69 | \$2.49 | \$3.08 | -\$1.20 |
| Grand Total | 48,943 | \$3.37 | \$3.39 | \$3.38 | \$0.02 |

Appendices

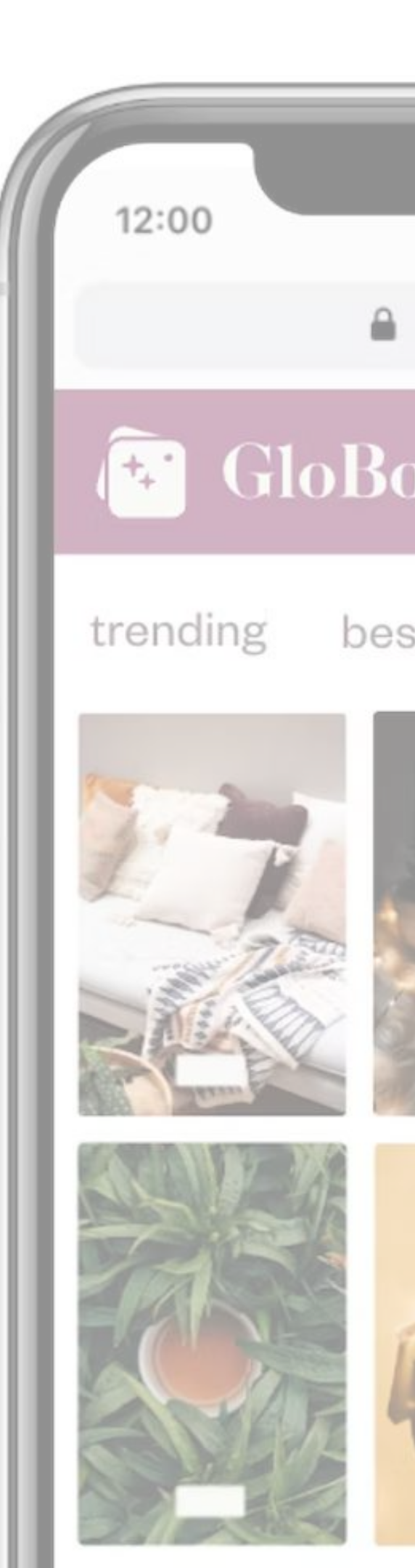


Sources & Further Reading

Globox AB Test Report - [Link](#)

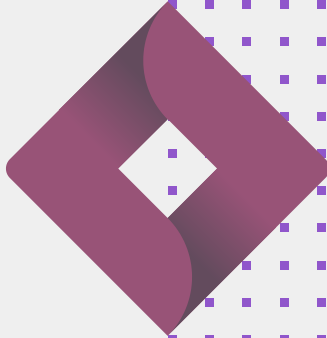
Globox AB Test Tableau Visualisation - [Link](#)

Globox AB Test Spreadsheet Analysis - [Link](#)



Group B: Treatment

landing page with food & drink banner



Q&A

Ben Campbell



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